

## **"BUCKS FOR BRAINS" ENDOWMENT MATCH PROGRAM**

The "Bucks for Brains" Endowment Match Program matches public dollars and private donations to encourage research at the University of Kentucky and the University of Louisville, and to strengthen key programs at Kentucky's comprehensive universities. All funds, both public and private, must be endowed, which provides a perpetual source of funding for research-related activities. The Council on Postsecondary Education administers the program. Requests for matching state funds must meet the Council's eligibility requirements in order to receive funding.

The General Assembly has appropriated a total of \$350 million to this program over the past six years. Of that amount, \$300 million was allocated to the state's two research universities, and \$50 million was allocated to the state's six comprehensive institutions. When fully matched with private giving, this represents \$700 million that will be added to the endowments of the state's public universities.

The Commonwealth of Kentucky operates on a two-year budget cycle, so there have been three rounds of funding for the program. The total amount appropriated for the 1998-2000 biennium was \$110 million (\$100 million to the two research universities and \$10 million to the comprehensives). The amount appropriated for the 2000-02 biennium was \$120 million (\$100 million to the research universities and \$20 million to the comprehensives). The amount appropriated for the 2002-04 biennium was \$120 million (\$100 million to the research universities and \$20 million to the comprehensives). Funding to the research universities is split two-thirds to UK and one-third to UofL. Funding to the comprehensives is based on each university's share of state appropriations.

The primary method of participation by the comprehensive universities is through their Programs of Distinction. Each university has identified at least one program for which it wants to be known nationally.

Eastern Kentucky University chose its nationally recognized College of Justice and Safety.

Kentucky State University expanded its aquaculture program.

Morehead State University created the Institution for Regional Analysis and Public Policy to study issues in Appalachia.

Murray State University established a telecommunication systems management program.

Northern Kentucky University created the Center for Integrated Natural Sciences and Applied Mathematics to offer cross-disciplinary study in the sciences.

Western Kentucky University funds two programs: the Applied Research and Technology Program focusing on science and mathematics at the Ogden College of Science and Engineering; and the Center for 21<sup>st</sup> Century Media housing its journalism and forensics programs.

Since it began, Bucks for Brains has helped Kentucky's universities create 111 new endowed chairs and 176 new endowed professorships. Council guidelines stipulate that program funds also may be used to support endowed fellowships and scholarships and provide

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support for institutional missions. At the two research universities, at least 70 percent of program funds must be used in five new economy priority areas: (1) human health and development; (2) biosciences; (3) materials science and advanced manufacturing; (4) information technologies and communications; and (5) environmental and energy technologies.

#### Questions Governing Board Members Might Ask

1. Which academic disciplines are receiving the lion's share of "Bucks for Brains" resources at the university? Have we assembled a sufficient mass of scholars in these areas to influence the nation's research and academic agenda?
2. What has been the impact of the "Bucks for Brains" program on the level of intellectual property created by university researchers? On the number of patents registered and the amount of patent revenue generated? On the amount of extramural R&D dollars brought in to the university?
3. What has been the economic impact of the program on the communities served by the university? To what extent has the program contributed to new business development? To employment growth?
4. To what extent has the program resulted in the creation of meaningful partnerships between the university and private sector corporations, foundations, or hospitals?